

Exhibit A  
To Registration Statement  
Pursuant to the Foreign Agents Registration Act of 1938, as amended

Privacy Act Statement. The filing of this document is required by the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide this information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. Statements are also available online at the Registration Unit's webpage: <http://www.fara.gov/>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the Administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <http://www.fara.gov/>.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Counterespionage Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

*Furnish this exhibit for EACH foreign principal listed in an initial statement  
and for EACH additional foreign principal acquired subsequently.*

1. Name and address of registrant Qorvis Communications LLC 1201 Connecticut Ave., NW STE 500 Washington, DC 20036	2. Registration No. 5483
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3. Name of foreign principal Mexico Tourism Board	4. Principal address of foreign principal 2829 16th St NW Washington, DC 20009
------------------------------------------------------	--------------------------------------------------------------------------------------

5. Indicate whether your foreign principal is one of the following:

- ☐ Foreign government
- ☐ Foreign political party
- ☒ Foreign or domestic organization: If either, check one of the following:
- |                                                 |                                                 |
|-------------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> Partnership            | <input type="checkbox"/> Committee              |
| <input type="checkbox"/> Corporation            | <input type="checkbox"/> Voluntary group        |
| <input checked="" type="checkbox"/> Association | <input type="checkbox"/> Other (specify): _____ |
- ☐ Individual-State nationality \_\_\_\_\_

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6. If the foreign principal is a foreign government, state:

- a) Branch or agency represented by the registrant
- b) Name and title of official with whom registrant deals

7. If the foreign principal is a foreign political party, state:

- a) Principal address
- b) Name and title of official with whom registrant deals
- c) Principal aim

8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal.

The Mexico Tourism Board promotes tourism and reputation of Mexico.

b) Is this foreign principal

Supervised by a foreign government, foreign political party, or other foreign principal

Yes ☒ No ☐

Owned by a foreign government, foreign political party, or other foreign principal

Yes ☒ No ☐

Directed by a foreign government, foreign political party, or other foreign principal

Yes ☒ No ☐

Controlled by a foreign government, foreign political party, or other foreign principal

Yes ☒ No ☐

Financed by a foreign government, foreign political party, or other foreign principal

Yes ☒ No ☐

Subsidized in part by a foreign government, foreign political party, or other foreign principal

Yes ☒ No ☐

9. Explain fully all items answered "Yes" in Item 8(b). *(If additional space is needed, a full insert page must be used.)*

The Embassy of Mexico directs, supervises, finances at least in part and controls the activities of the Mexico Tourism Board.

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

Date of Exhibit A  
4/29/09

Name and Title  
Rich Masters  
Partner

Signature

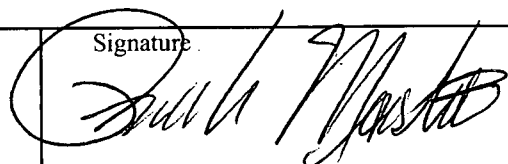


Exhibit B  
To Registration Statement  
Pursuant to the Foreign Agents Registration Act of 1938, as amended

**INSTRUCTIONS:** A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. One original and two legible photocopies of this form shall be filed for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

**Privacy Act Statement.** The filing of this document is required by the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide this information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. Statements are also available online at the Registration Unit's webpage: <http://www.fara.gov/>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the Administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <http://www.fara.gov/>.

**Public Reporting Burden.** Public reporting burden for this collection of information is estimated to average .33 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Counterespionage Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant  
Qorvis Communications LLC  
1201 Connecticut Ave., NW STE 500  
Washington, DC 20036

2. Registration No.  
5483

3. Name of Foreign Principal  
Mexico Tourism Board

Check Appropriate Boxes:

4. ☒ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.
5. ☐ There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
6. ☐ The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and expenses, if any, to be received.

7. Describe fully the nature and method of performance of the above indicated agreement or understanding.  
Qorvis will provide strategic online planning for marketing, new media relations, grassroots/allies programs and web support.

8. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

Qorvis will provide strategic online planning for marketing, new media relations, grassroots/allies programs and web support to enhance website presence and presentation.

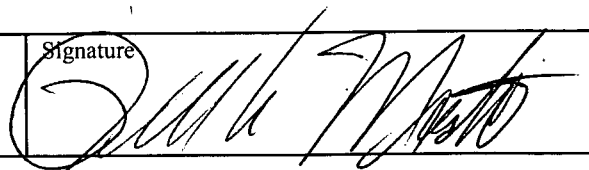
9. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act and in the footnote below? Yes ☐ No ☒

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

Date of Exhibit B  
4/29/09

Name and Title  
Rich Masters  
Partner

Signature



Footnote: Political activity as defined in Section 1(o) of the Act means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.


### Attestation

I, Michael Petruzzello, Managing Partner and majority shareholder of Qorvis Communications, LLC hereby attest that Bryan Zublick, the Chief Financial Officer of Qorvis Communications, LLC has the actual authority of this company to execute on behalf of and bind the company to the contract between Qorvis Communications, LLC. and the Mexico Tourism Board, a true and complete copy of which is attached hereto.

  
Michael Petruzzello  
Managing Partner

Qorvis Communications, LLC.

April 3, 2009  
Date

District of Columbia : SS  
Subscribed and Sworn to before me  
this 3d day of April, 09  
  
Ruth Brewer Schuster, Notary Public, D.C.  
My commission expires November 14, 2013

Ruth Brewer Schuster  
Notary Public, District of Columbia  
My Commission Expires 11/14/2013



## **Qorvis Communications LLC**

### **Contract to provide Interactive Design Services**

#### **A. Engagement**

1. This Agreement confirms the engagement of Qorvis Communications LLC (hereafter referred to as "Qorvis" or "Consultants") as consultants to the Mexico Tourism Board (hereinafter the "MTB") in the United States to carry out agreed interactive services, details of which are attached as the Statement of Work to this letter ("the Services") in accordance with the terms of this Agreement, including the Standard Terms of Business attached.

2. Proposals for further projects may be agreed by the MTB and Qorvis from time to time. Such proposals shall set out details of the Services to be provided. No further projects beyond the work described in the Scope of Work shall be performed by Qorvis without written amendment of this Agreement, signed by both parties.

#### **B. Commencement and Duration of the Agreement**

This Agreement will commence immediately upon execution and will expire on April 31, 2010. MTB agrees to a one year commitment under this Agreement. The full fee for service for the first year of this contract shall be due and owing even if the contract is cancelled for any reason. MTB shall be invoiced on the first of each month.

#### **C. Qorvis' Obligations**

Qorvis shall have no authority to order equipment or supplies (including any hardware or software) or enter into any contracts on behalf of MTB. If Qorvis observes a need for such purchase of equipment or supplies, Qorvis shall inform MTB of such need.

#### **D. The MTB's Obligations**

The MTB agrees with Qorvis during the term of this Agreement to provide Qorvis with all information that Qorvis reasonably requests from time to time to facilitate the proper and timely performance of the Services.

#### **E. Approval by the MTB**

The expression 'Written Approval' in this Agreement including the Standard Terms of Business shall mean Written Approval by MTB or MTBs' designee, to approve Qorvis' work and/or expenditure. The MTB shall notify Qorvis in writing of any change to the authorized persons during the term of the Agreement. Qorvis shall not be responsible for any delay in the performance of the Services resulting from the unavailability of an authorized person to provide Written Approval. Written Approval is required for all drafts or proofs before proceeding to publication, and Qorvis shall be required to obtain MTB's Written Approval of estimates submitted before performing any work. Qorvis is not authorized to enter into any contracts for supplies or services on the MTB's behalf.

## F. Fees

You agree you have secured commitment of MTB to pay the amounts as set forth below and have authority of MTB to enter into this letter agreement and the payment terms described below. We will bill you pursuant to the price established in the attached SOW, which includes all expenses necessary to complete the work described therein.

- a) No services outside the Scope of Work shall be provided or performed by Qorvis without the express written pre-approval of MTB.
- b) Changes to the Scope of Work that materially affect cost will require the execution of a Change Order by the authorized agent of MTB. The Change Order will define the additional work in detail, and provide the additional costs clearly. No additional work will be performed by Qorvis and no additional costs will be incurred by MTB unless the Change Order is pre-approved and signed in advance by the MTB.
- c) Any extraordinary out of pocket expenses for changes to the Scope of Work or editing or other support outside the Scope of Work such as expenses for advertising, production, shipping, printing and travel must be pre-approved by the MTB, based on estimates previously supplied to her. Such expenses that have been approved in advance in a writing signed by MTB's authorized agent will be billed monthly.
- d) Copies of our bills will be sent directly to MTB, who may at its election pay us directly using any of the following means:

### Electronic payments:

M&T Bank  
One M&T Plaza, 2nd Floor  
Buffalo, NY 14203  
Communications  
ABA# [REDACTED]  
ACCT# [REDACTED]

### Check payments:

Qorvis Communications  
PO Box 62081  
Baltimore, MD 21264

### Overnight checks:

Qorvis Communications  
Attn: Laura Wert  
1201 Connecticut Ave. F/C Qorvis  
Suite 600  
Washington, DC 20036

Time is of the essence for the payment obligations hereunder. Qorvis reserves the right to charge 1.5% interest on any late payment. Fees have been calculated on the basis of information supplied by the MTB. If the information supplied is incomplete or misleading or the MTB's plans are subsequently amended, leading to an increase in the work required from Qorvis, Qorvis reserves the right to increase the fees accordingly, subject to the MTB's Written Approval in its sole discretion. Qorvis shall charge a 2% administrative fee on each invoice to cover the costs of basic administrative services for MTB.

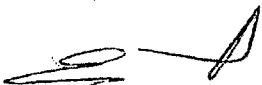
## **G. Payment Terms**

1. Disbursements will be invoiced monthly in advance.
2. All invoices rendered by Qorvis will be due and payable within 30 days of the invoice date.
3. Clause 3 of the Standard Terms of Business attached applies.

## **H. Termination**

- 1 If payment is not made by the MTB to Qorvis in accordance with Clause G and the MTB does not remedy the breach within 30 days of written notice to do so, Qorvis will have the right to terminate the Agreement immediately by notice in writing to that effect.
- 2 Subject to Clause B, either party may terminate the Agreement immediately upon written notice to the other in the event of:
  - a. any material breach of the Agreement by either party;
  - b. the other party becoming insolvent, entering into liquidation either voluntary or compulsory (save for the purpose of reconstruction or amalgamation), passing a resolution for its winding up, having a receiver or administrator appointed over the whole or any part of its assets, making any composition or arrangement with its creditors or taking or suffering any similar action in consequence of debt, or ceasing or threatening to cease to carry on business.
- 3 In the event of termination of this Agreement, for whatever reason, the MTB will be responsible for all fees due to Qorvis including costs, expenses and disbursements incurred by Qorvis on behalf of the MTB up to the effective date of termination, and Qorvis will be responsible for provision of all services that have been paid for through the date of termination and/or reimbursement of any fees for services that have not been rendered as of the date of termination. Payments on invoices sent consistent with the terms of this Agreement prior to termination by MTB shall be paid when due, regardless of the status of the project schedule, and no set offs, deductions or offset in payment shall be made by MTB in consideration of the resources dedicated by Qorvis in reliance upon this Agreement.

Signed for and on behalf of MTB

Signature: 

Name: Mr. Eduardo Chaillo, Director

Organization: Mexico Tourism Board



Date:

Signed for and on behalf of Qorvis Communications LLC.

Signature: *Bz Zublick*

Name: Bryan Zublick

Date: April 16, 2009

## **SCHEDULE 1**

### **Scope of Work**

[Two alternative options attached.]

## **Qorvis Communications LLC**

These Standard Terms of Business are deemed to form part of the Agreement to which they are attached.

### **1. Co-operation**

Qorvis will co-operate fully with the MTB and take the initiative in offering advice and services. The MTB agrees to assist Qorvis in the performance of these duties by making available to Qorvis all relevant information and executive time as reasonably required.

### **2. Deleted**

### **3. Payment Terms**

- 3.1. All sums payable under the Agreement shall be paid in full without deduction, withholding or set-off and are exclusive of taxes payable by the MTB.
- 3.2. Overdue payments on non-contested invoices shall attract interest at an annual rate of 1.5% or the maximum allowed by law. Interest shall accrue on a daily basis from the date payment becomes due until Qorvis has received payment of the overdue amount together with all accrued interest.
- 3.3. Either party and/or persons or companies acting on their behalf or as their agents reserve the right to charge and recover all costs incurred in connection with the pursuance and/or recovery of outstanding sums.

### **4. Reference**

Qorvis reserves the right to reference your company in any of its advertising or publicity.

### **5. Copyright and Intellectual Property Rights in Created Work**

- 5.1 In the event that any created work includes material the rights in which are owned by a third party, Qorvis shall grant to the MTB (at the MTB's expense) only such rights as the third party permits Qorvis to grant to the MTB.
- 5.2 Notwithstanding any assignment of rights, Qorvis may use any of the created work for the purposes of internal training.
- 5.3 The provisions of this clause shall survive the expiry or termination of the Agreement.
- 5.4 MTB hereby unconditionally guarantees that all text, graphics, photos, trademarks,

designs and any other materials provided to Qorvis by the MTB are either owned by MTB, or used by permission of the owners of said materials. Copyright to any Qorvis work done on the site, including custom graphics, text and design layout, shall at all times be the sole property of MTB. Materials such as CGI programs which were not originally created by Qorvis remain the property of their respective owners, and shall be for the MTB's use only. Qorvis reserves the right to reuse any proprietary software, programming functions or code libraries that do not directly pertain to MTB's design, graphics, text and other copyrighted or protected content.

## **6. Qorvis' Warranty and Indemnity**

- 6.1 Subject to the provisions of this clause, Qorvis shall indemnify the MTB from and against any and all damage, loss, costs, expenses which the MTB may incur or suffer resulting from any breach of this Agreement by Qorvis provided that:
  - 6.1.1 any condition or warranty which might otherwise be implied into or incorporated in the Agreement, whether by statute, common law or otherwise, is expressly excluded from the Agreement to the maximum extent permitted by law;
  - 6.1.2 Qorvis' maximum aggregate liability to the MTB under the Agreement shall in no circumstances exceed an amount equal to the contract value hereunder or Qorvis' Professional Indemnity cover (whichever is less) and Qorvis shall add MTB to Qorvis' Professional Indemnity insurance policy as an additional insured;
  - 6.1.3 Qorvis shall not be liable for: (i) any loss or damage suffered by the MTB arising out of any act, omission, misrepresentation or error made by or on behalf of the MTB or arising from any cause beyond Qorvis' reasonable control; or (ii) any consequential loss or damage of any kind whether caused by tort (including negligence), breach of contract or otherwise, and whether or not such loss or damage was foreseeable.
- 6.2 Deleted.
- 6.3 The provisions of this clause shall not survive the expiry or termination of the Agreement.

## **7. The MTB's Warranty and Indemnity**

- 7.1 The MTB warrants that to the best of its knowledge, information and belief all information supplied to Qorvis before, during and after the Agreement shall be accurate and not in any way contrary to law and that it is entitled to provide such information to Qorvis for its use without recourse to any third party.
- 7.2 The MTB shall indemnify and keep indemnified Qorvis from and against any and all damage, loss, costs, expenses and liability which Qorvis may incur or suffer resulting from any act, neglect or default of the MTB or its agents, employees or licensees.
- 7.3 The provisions of this clause shall survive the expiry or termination of the Agreement.

## **8. MTB's Property**

Qorvis shall take reasonable care of any property belonging to the MTB and made available to Qorvis for the purpose of this Agreement. Such property shall be at all times at the sole and entire risk of the MTB, and Qorvis shall not be subject to any other liability for it.

## **9. Employee Solicitation**

- 9.1 During the Agreement and for six months after its expiry or termination, neither Qorvis nor the MTB shall, without the written consent of the other, solicit or entice (either directly or indirectly) or attempt to solicit or entice (or authorize the taking of such action by any other person) any person who is employed by the other or has been employed by the other during the preceding six months, and who has been involved with the Services provided under this Agreement, to terminate his or her employment with the other party.
- 9.2 If Qorvis consents to an employee joining the MTB, Qorvis may charge a fee in consideration for such consent equivalent to one-fifth of the annual salary to be paid by the MTB to that employee. This shall be payable by the MTB immediately upon presentation of an invoice by Qorvis. If Qorvis does not require the employee to complete the notice period contractually required of him, Qorvis reserves the right to charge the MTB an additional fee equivalent to the salary payable by Qorvis for the period of uncompleted notice.
- 9.3 The provisions of this clause shall survive the expiry or termination of the Agreement.

## **10. Assignment**

Neither party may assign, sub-license or sub-contract the Agreement or any of its rights or obligations hereunder without the prior written consent of the other party (not to be unreasonably withheld or delayed). Such assignment shall not affect the liability of Qorvis to fulfill its obligations under the Agreement.

## **11. Force Majeure**

- 11.1 Neither party shall be liable for any delay in performing or failure to perform its obligations under the Agreement to the extent that and for so long as the delay or failure results from any cause or circumstance whatsoever beyond its reasonable control (an "event of force majeure") provided that the event of force majeure is not due to the fault or negligence of that party. Each party shall use its reasonable endeavors to minimize the effects of any event of force majeure.
- 11.2 Immediately upon becoming aware of any event of force majeure, the affected party shall notify the other party of the manner and extent to which its obligations are likely to be prevented or delayed, and the dates of performance of any obligations affected shall be postponed for so long as is made necessary by the event of force majeure.
- 11.3 If any event of force majeure continues for a period longer than two months, either party

may terminate the Agreement with immediate effect on giving written notice to the other party and neither shall be liable to the other for such termination. In case of termination, any sums due to either of the parties shall be paid immediately.

## **12. Entire Agreement, Amendment, Waiver**

- 12.1 The Agreement, these Standard Terms of Business and the documents referred to in them contain the whole agreement between the parties and supersede any previous agreement between them relating to the subject matter of the Agreement, whether written or oral. The parties acknowledge that neither of them has relied upon any representation, written or oral, of any person but only as expressly set out in the Agreement.
- 12.2 Any valid alteration to or variation of the Agreement must be in writing and signed on behalf of each of the parties by a duly authorized representative.
- 12.3 No failure of either party to enforce at any time or for any period any term or condition of the Agreement shall constitute a waiver of such term or of that party's right later to enforce all terms and conditions of the Agreement.
- 12.4 YOU AGREE THAT REGARDLESS OF ANY STATUTE OR LAW TO THE CONTRARY, ANY CLAIM OR CAUSE OF ACTION ARISING OUT OF OR RELATED TO THIS AGREEMENT OR ANY OF OUR SERVICES MUST BE FILED WITHIN ONE (1) YEAR AFTER SUCH CLAIM OR CAUSE OF ACTION AROSE OR SUCH CLAIM SHALL BE FOREVER BARRED. WE EXPRESSLY DISCLAIM ALL WARRANTIES OF ANY KIND, WHETHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT.

## **13. Severance**

If any provision of the Agreement is declared by any judicial or other competent authority to be illegal, void, voidable or otherwise unenforceable, or indication of the same is received by either of the parties from any relevant competent authority, such provision shall be deemed severed from the Agreement and the remaining terms of the Agreement shall remain in full force and effect.

## **14. Notices**

Any notice to be served on the other party shall be sent by hand delivery and first class mail, return receipt requested. Notices sent by mail shall be deemed to be served within 72 hours of posting.

MTB's address for notices shall be:  
Mr. Eduardo Chaillo  
The Mexico Tourism Board  
2829 16th Street NW

**Scope of Work**  
The Embassy of Mexico and The Mexico Tourism Board

Qorvis will work with the Embassy and the Mexico Tourism Board to create a cohesive social media and Internet communications plan to elevate key messages. Overall components of the campaign include:

- **Strategic Online Planning**  
*Communications counseling, management of social media programs, updating/developing materials for distribution, and editorial services for online content.*
- **New Media Relations**  
*New media relations, blogger outreach, blog creation, and proactive efforts coordinated with Embassy staff.*
- **Grassroots / Allies Programs**  
*Database development, data management and tracking, data mining, and usage.*
- **Web Support**  
*Website support for existing site, ongoing improvement of website design/features, identifying and developing materials and/or video geared for online distribution.*

Tactics that are included in the overall strategy are as follows:

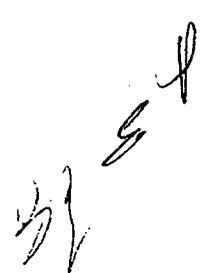
**Improve Mexico's Online Search Profile:** Qorvis will develop an online search profile of the top five search engines for Mexico, the president and the ambassador. We will use the profile we create to track overall progress, proving efficacy and allowing us to refine the tactics and strategy as we go.

**Embassy Website Enhancements.** Qorvis will improve the online search profile for the Embassy website and provide an audit of how the existing website can be improved. We will also generate Internet content and materials for use on the existing site.

**Information Node Management:** Qorvis will monitor and change information nodes, such as Wikipedia, which convey inaccurate information about the country as determined by the embassy..

**Generate Content Population:** Qorvis will code and tag all materials for search engines to ensure high placement on related browser searches. Qorvis will develop a list of items required and create a development strategy. We will significantly increase the visibility and accessibility of existing content.

**Produce Video Content (English and Spanish):** We will formulate and syndicate videos via social media where possible, explaining Mexico's perspective or analysis on broad, topical issues. These videos will come from existing content and occurring speeches by the ambassador and other officials.



**Blogger Relations:** Qorvis will feed this community straight and factual information with the end goal of engaging the bloggers in a conversation. Additionally, we will create a series of independent blogs to replicate the information generated by the Embassy.

**Social Media Releases (SMR):** Qorvis will create social media content and SMRs, which will include links to relevant documents, images, video and audio for audiences on the Internet (as mentioned above).

**The Virtual Consulate:** The localized portal will stream germane and time-sensitive information to audiences in major cities and remote regions.

**Mobile Phone Application (English and Spanish):** Qorvis will create mobile applications (for iPhone, BlackBerry and Android, among others) that will allow for the simple distribution of messaging.

**TOTAL:** **\$27,500/month for 1 year commitment.**

**Additional Costs:**

**New Embassy Website:** If the Embassy desires, Qorvis can create a new Embassy website to better handle the Embassy's needs and update it with current technology.

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